# FACEBOOK CHECKLIST

To help your office keep track of the efforts around Facebook, we have developed a checklist of things to remember before you upload a new post, to add simple updates to improve your Facebook page, and a list of advanced options for managing your page.

**BEFORE UPLOADING A NEW POST**

- ☐ Edit the alt text for accuracy
- ☐ Images and visuals
    - o Do they provide additional context about the post?
    - o Is it interesting to look at?
    - o Is it simple and easy to understand?
- ☐ Check for plain language
    - o Speaks directly to voters
    - o Active voice
    - o Short statements
    - o Avoids jargon
    - o Tells voters what they should do instead of what they shouldn't do
- ☐ Use the Ad Library to see other ads about voting
- ☐ If this related to a jurisdiction specific deadline, consider posting as a voting alert

**CORE CHECKLIST**

- ☐ Verify my account to receive a blue badge
- ☐ Update my account password to 14 characters or longer of random words
- ☐ Set up two-factor authentication
- ☐ Prominently display my office's contact information on my page
- ☐ Personalize my page
    - o Give my page a custom URL
    - o Set up instant replies for messenger
    - o Adjust profanity filters
    - o Turn on comment ranking and top fan badges
- ☐ Know how to report misinformation

- o Report the post directly on Facebook
- o Escalate to state election office or directly to Facebook regional contacts (listed below)
- ☐ Update or create a plan for emergency communication

## ADVANCED STEPS

- ☐ Get authorized to run ads
- ☐ Develop a communication plan and integrate voting alerts into the plan of action
- ☐ Use Facebook Insights to assess the success of individual posts
- ☐ Use Facebook Insights to assess the efficacy of voter education campaigns and strategies

## FACEBOOK CONTACTS

The following include a list of members of Facebook's U.S Politics and Government and team. They can be contacted with issues around account verification, ads authorization, and even to quickly escalate viral misinformation. If they cannot directly address your concerns, they can direct you to the appropriate resources.

| Name | Email | States covered |
|---|---|---|
| Cristina Flores | cristinaflores@fb.com | CA and the territories |
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| Rachel Holland | rachelholland@fb.com | AL, AR, FL, GA, KY, LA, MO, MS, NC, SC, TN, VA, WV |
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